



THE UNIVERSITY  
OF QUEENSLAND  
AUSTRALIA

SCHOOL OF TOURISM AND LEISURE MANAGEMENT

# 2006 Postgraduate Coursework Handbook





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# Introduction

**The School of Tourism and Leisure Management was created in its present form and structure on 1st January, 2000, but the academic unit has a rich history stretching back to the early 1970s with the former Queensland Agricultural College at Gatton offering tertiary education in hospitality and tourism.**

The School moved from Gatton to the new UQ Ipswich Campus at the beginning of 2000 and has since offered courses across both the St Lucia and Ipswich campuses.

Today the School is not only an accredited member of the United Nations World Tourism Organization (UNWTO) but is also currently the Chair of the UNWTO Education Council. The School is also a founding member of the Asia-Pacific Education and Training Institutes in Tourism, a member of the Pacific Asia Travel Association Education Committee and a member of the prestigious TTF Australia (Tourism and Transport Forum), a national, member-funded CEO forum for the Australian transport, property, tourism and infrastructure sectors.

The School offers a sophisticated suite of undergraduate and postgraduate coursework and postgraduate research programs. The School also accepts a select number of students into research higher degree programs and is committed to giving them a high level of support. Many of the School's PhD students, working collaboratively with academic staff, are publishing in leading academic journals, presenting at conferences and actively engaging with the international academic community.

Beyond its mandate to provide professional and innovative programs, the School has a dedicated sense of social responsibility and is quickly establishing itself as a beacon of best practice in the industry. Demonstrating its commitment to excellence throughout the sector, the School is currently offering developmental scholarships to high quality candidates associated with the United Nations World Tourism Organization.

A number of international journals are edited by School staff including the *Annals of Leisure Research*, *Australian Journal of Environmental Education*, *Journal of Hospitality and Tourism Management*, *International Events eJournal*, *Current Issues in Tourism*, and *Visitor Studies*.

## OVERVIEW OF OUR POSTGRADUATE COURSEWORK PROGRAMS

Program	Graduate Certificate in Business	Graduate Diploma in Business	Master of Business	Master of Business (Advanced)
<b>Duration</b>	1 Sem full time 2 Sem part-time	2 Sem full-time 4 Sem part-time	3 Sem full-time 6 Sem part-time	4 Sem full-time 8 Sem part-time
<b>Prerequisites</b>	Bachelors Degree in any field OR relevant work experience	Bachelors Degree in any field OR Graduate Certificate in Business	Bachelors Degree in any field OR Graduate Diploma in Business	Bachelors Degree in any field WITH relevant work experience OR Master of Business
<b>Assessment</b>	Coursework assessment	Coursework assessment	Coursework assessment and Independent Report	Coursework assessment, Independent Report, and optional Thesis

\*Sem indicates a semester

# Welcome from the Head of School



**It is with much enthusiasm that I welcome you to the School of Tourism and Leisure Management at The University of Queensland.**

The School has achieved a unique position within the tourism education sector, successfully bridging gaps between academia, consulting and industry. Its innovations and achievements have been interwoven to create an educational service that has received international recognition in the form of elite accreditations and partnerships, while the facilities and comprehensive support services it offers to its student body provide the best opportunity for their academic and professional success.

The quality and vibrancy of the School's 25 academic and research staff also contributes significantly to the School's competitive edge. All teaching staff have PhD qualifications or are working towards higher degrees, and can boast of valuable industry expertise and network memberships in sectors such as destination management, technology services in hospitality, and cultural diversity in event management. School staff also hold responsible leadership positions in the broader research community, evidenced by the six respected journals managed by the School.

The School has enjoyed a number of successes on the international stage, not least its recent appointment as Chair of the United Nations World Tourism Organization Education Council based in Madrid. As the School prepares to lead the Council and its member

institutions, it remains the only university in Australia to be *accredited* by the United Nations World Tourism Organization and the *only* member of the prestigious Group of Eight (Australia's leading universities) to offer significant study opportunities in the fields of tourism and hospitality.

I know that you will enjoy your experience here with the School of Tourism and Leisure Management, we are fortunate to be based in Australia's foremost tourism state. Queensland is home to the major theme parks and largest concentration of accommodation stock in the country as well as the World Heritage listed Great Barrier Reef, the Daintree National Park, and the world's largest sand island, Fraser Island.

Once again, I am delighted to welcome you to the School of Tourism and Leisure Management at The University of Queensland.

*Chris Cooper.*

Chris Cooper  
Head of School and  
Foundation Professor of Tourism Management

# Location and Facilities

**Renowned for its stunning architecture, high-tech facilities and perfectly manicured grounds, UQ's spectacular St Lucia and Ipswich campuses provide students with access to state-of-the-art facilities, ongoing study support and unique opportunities to further their own personal and professional development.**

Since moving from Gatton in early 2000, the School of Tourism and Leisure Management has delivered a variety of programs at the University's St Lucia and Ipswich sites. Both campuses are fully equipped with resources that facilitate superior student learning. All lecture and seminar rooms are equipped with multi-media facilities. Students have 24-hour access to computer laboratories, which feature the latest software for study and research projects. Both campuses offer dedicated computing facilities for Masters Degree and research students, which promote a sense of community and a culture of collaboration.

Students also have 24-hour online access to the state's largest university library, which holds more than two million volumes and spans 14 branches. It also holds the most significant tourism collection in Australia. Online resources include the United Nations World Tourism Organization's eLibrary, which features UNWTO publications in their respective languages and a Tourism Fact Book of statistical information about individual countries. The magnitude and quality of the University's tourism collection reflects its steadfast commitment to tourism education and research.

The School also offers students:

## Academic Advising

School staff offer postgraduate students guidance on course choice, program planning and credit from prior studies.

## Resource Centres

located on both the St Lucia and Ipswich campuses, providing a one-stop shop for student resources, such as general enquiries, 24-hour computer access and lodgement of assignments.

## Computer Skills

Information Technology Services (ITS), AskIT and the UQ Library offer a large range of courses on a variety of software packages. Details on the variety of courses ITS offers can be found at [www.uqtrainit.its.uq.edu.au](http://www.uqtrainit.its.uq.edu.au).

## Research and Library Skills

The Library offers an excellent range of programs on research skills, researching on the internet and the use of library facilities, as well as some library-based computer programs such as Endnote.

## Other Support Services

UQ Student Support Services offer an extensive range of workshops, support groups and individual sessions to assist with time management, assignment writing, job seeking and more.

# Postgraduate Support

**The School of Tourism and Leisure Management is committed to providing a high level of support to postgraduate students. The School recognises that postgraduate students have specific needs and strives to raise awareness of the many opportunities currently available.**

## Research Material

The UQ Library provides “Information Skills for Researchers and Postgraduates” (ISRAP) courses. These 10-hour courses are run over several half-days during the week or on weekends. The courses involve “everything you wanted to know about using the library but were afraid to ask” and are highly recommended.

Further information on courses and workshops conducted by the UQ Library is available on the UQ website or speak with the Library’s adviser for the School of Tourism and Leisure Management.

## Fostering Interactions

The School recognises that a significant proportion of postgraduate coursework students are undertaking their studies part-time or are balancing full-time study with an existing career. For this reason sometimes students feel “disconnected” from the School and may be unaware of activities taking place.

For this reason the School encourages postgraduate students to maximise their learning experience by:

- Taking part in peer discussion groups;

- Taking part in School seminars and seeking out relevant seminars and colloquia available through other institutions; and
- Participating in inter-School activities undertaken by the Faculty of Business, Economics and Law.

## The Who’s Who in Postgraduate Study

The *Head of the School of Tourism and Leisure Management* is responsible for the total administration of the School. Under the program rules, the Head is responsible for advising the *School Postgraduate Coursework Coordinator* on all matters concerning students.

In the School of Tourism and Leisure Management, the *Postgraduate Coursework Coordinator* is responsible for the overall coordination of the postgraduate coursework programs and when necessary will mediate between the student and the Head of the School. The coordinator acts on behalf of the Head of the School of Tourism and Leisure Management with respect to most student matters associated with the postgraduate coursework programs and is responsible for dealing with day-to-day student issues.

Design of students’ programs of study and requests for credits and exemptions are matters for the Head of School, and coordinated by the *Programs Manager*.

In the first instance students should discuss all matters of concern with the appropriate staff members within the School of Tourism and Leisure Management.

The *Executive Dean* of the Faculty of Business, Economics and Law (BEL) is the final arbiter on academic matters.

# Industry Partnerships

The School is committed to keeping its programs and activities current and relevant to the business domain. To this end, the School has established a dedicated Industry Partnerships Development team, which manages ongoing private consultancy projects and a highly successful executive shadowing program.

Many of our partners are industry leaders who have come directly from our graduate ranks, while others come from private industry and the public sector. With nearly 40 per cent of graduates working abroad, the School boasts excellent industry contacts worldwide and, importantly, international recognition of its programs. Our Industry Partnership team manages a coordinated program of guest speakers and mentoring relationships, as well the Meet the Industry Leaders Event.

## Meet the Industry Leaders Event

Now in its fifth year, the event is a dynamic interaction between students, School staff, industry practitioners, professional associations and government regulators.

Representatives from Australia's leading tourism, events and sporting organisations offer insights and advice to the School's students against the backdrop of the of UQ's heritage-listed Customs House facility.

Students are able to take advantage of the open-plan, careers expo format and networking opportunities with industry representatives including Hilton Hotels, Accor Hotel Group, Dreamworld, Flight Centre, Marriott International, Rydges Hotels & Resorts, Suncorp Stadium, Wotif.com and Tourism Queensland.

Held annually in September, this event provides students with valuable exposure to the industry's leading practitioners, and allows them to develop and leverage their networks to secure continuing employment upon graduation.

# Employment Services

The Faculty of Business, Economics and Law provides a dedicated Employment Service for both students and industry. The service aims to maximise student satisfaction by providing recruitment and employment information.

An International Employment Services Officer is available to assist international students with work experience and employment information in their home country.

When students are in their final year of study they are advised to meet with the School's Employment Services Officer for guidance. The Employment Services Officer also distributes notices to all students regarding professional development opportunities and employment services initiatives. The Employment Services Officer works across the Ipswich and St Lucia campuses.

UQ CareerHub is your online 'one-stop-shop' for:

- Graduate recruitment and entry level opportunities
- Vacation employment
- International opportunities
- Work experience
- Part time/casual employment
- Experienced/ professional employment
- Industry Workshops/Presentations/Networking
- Career employment resources

To access this service you must register on the University's Careers and Employment Website - **UQ CareerHub**. Use your **UQ student name and**

**password as you have previously to access mySi-net enrolment. You can access this website at any time and receive weekly email updates.**

Regular updates of the Faculty's Careers and Employment events are advertised on the electronic notice boards in Colin Clark Building (39) and the General Purpose North Building (39A), and via your student email. For further information, visit [www.uq.edu.au/careers](http://www.uq.edu.au/careers).

**Student Support Services (SSS)** offers free and confidential careers and employment counselling. A comprehensive range of careers and employment related workshops are available and SSS also maintains an extensive collection of career related information for the benefit of students in the "Resource Centre", Building 21D, St Lucia campus (Tel: 3365 1704). At Ipswich, assistance is available at the Student Centre, Building 8 (Tel: 3381 1011). Please phone for an appointment or visit UQ CareerHub [www.careerhub.uq.edu.au](http://www.careerhub.uq.edu.au) to register for workshops.

The Centre also has a resource room, open from 8am to 5pm Monday to Friday (including semester breaks), which contains reference materials on graduate careers, companies and government careers; employment-related videos; details of undergraduate and postgraduate study options in Australia and overseas; as well as local, interstate and Singaporean newspapers. Free access to computers for career related Internet searching and using UQ CareerHub is also available.

# TALM Student Association

Since its inception in 2005 the School of Tourism and Leisure Management's Student Association has injected new enthusiasm into the student community's social, academic and professional development activities. Dedicated to all of the School's undergraduate, post-graduate and higher degree students, the Association spans the Ipswich and St Lucia campuses.

Connections and industry experience are keys to success in the business of tourism, hospitality, sport and event management. The mission of the TALM Student Association is to provide students with unique opportunities to gain relevant, professional experience while at UQ. The Association produces a monthly calendar of events which features a range of activities such as the recent seminars on resume writing and interviewing skills which were run in conjunction with the University's Student Support Services unit, and 2006 work experience opportunities such as the Australian Scholar Athlete Games, the Brisbane International Boat Show, and market research for the Brisbane Riverfestival.

The Association also offers a range of exciting social activities that focus on building strong friendships between international and domestic students including a three day camping trip to Moreton Bay Island for swimming, snorkelling and sand dune surfing.

The association is open to all interested undergraduate and postgraduate students studying in fields offered by the School of Tourism and Leisure Management. For further information email [s.schindeler@uq.edu.au](mailto:s.schindeler@uq.edu.au) or visit the School of Tourism and Leisure Management website at [www.talm.uq.edu.au](http://www.talm.uq.edu.au).

# Accreditation and Professional Memberships

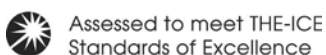
## United Nations WTO.TedQual Certification

The School of Tourism and Leisure Management is one of the first institutions in Australia to be accredited by the United Nations World Tourism Organization. In 2002 the School's programs were assessed under the UNWTO.TedQual Certification System. This system aims to contribute to the quality and efficiency of tourism education. It proposes a methodology and voluntary standards with universal scope to more clearly define the quality of tourism education systems. The UNWTO.TedQual Certification System is thus a quality assurance system for tourism education and training.



## THE-ICE Membership

The School is a member of the elite International Centre of Excellence in Tourism and Hospitality Education (THE-ICE), an Australian government initiative that establishes and profiles outstanding capability in this field. Universities and colleges that are members of THE-ICE have attained high standards of program excellence. Their tourism and hospitality education programs are independently assessed by an international panel to ensure they meet THE-ICE Standards of Excellence.



## Professional Recognition and Membership

### Event Management

Meetings and Events Australia (MEA)  
Festivals and Events Association (FEA)

### Hospitality Management

Australian Hotels Association  
International Council on Hotel, Restaurant and Institutional Education (I-CHRIE),  
HCIMA - Hospitality, Leisure and Tourism Management Professionals

### Sport and Leisure Management

Australian Council for Health, Physical Education and Recreation  
Sport Management Association of Australia and New Zealand  
Australian and New Zealand Association for Leisure Studies  
World Leisure

### Travel and Tourism

United Nations World Tourism Organization  
Australian Institute of Travel and Tourism  
TTF Australia - Tourism and Transport Forum

# School Policy

## Student Charter of Expectations and Responsibilities

A *Student Charter* outlining expectations and responsibilities of all students was approved by The University of Queensland in November 1997. A copy of the Charter can be found on the University website at <http://www.admin.uq.edu.au/charter.htm>

## Assessment guidelines

The School of Tourism and Leisure Management has a comprehensive Assessment Policy which is available on the School website. The policy encompasses extension requests and late submission, resubmission of assignments, availability of feedback on assessment, and final grading scale. New students are encouraged to familiarise themselves with School policy prior to commencing their studies.

## Plagiarism

The submission of work or ideas which are not your own and for which you claim credit is called plagiarism. Plagiarism is an unacceptable practice. When knowingly applied this is considered a form of cheating. Under University Statute 4, cheating constitutes misconduct, and is viewed very seriously by the University community. Students who have cheated may undergo misconduct proceedings, and, if found guilty, receive a penalty under the Statute. Any material taken from texts and other references, including electronic resources, CD-ROMS, and the Internet, must be acknowledged using the accepted School style which is outlined on the UQ library website. A clear statement on plagiarism (definition, unacceptability, penalties) is usually included

in all Tourism and Leisure Management course materials.

## Policy in the event of timetable changes

If a class is cancelled because of staff illness or other unforeseen events, students will be notified of arrangements to compensate for the disruption or to reschedule at a time and location convenient to both staff and students.

## Student Support Policy

The University of Queensland is committed to providing a high level of support to students. Student Support Services (SSS) have Learning Advisors who can assist students with their studies. SSS have offices on both Tourism and Leisure Management campuses; Ipswich and St Lucia. Their services include assisting students in:

- improving the quality of their assignments
- understanding the requirements of different types of academic writing
- adjusting to university study
- increasing motivation and concentration
- study and time management
- improving oral presentations
- referencing
- reading, research and note-taking

For further information see Student Support Services in Contact Information.

## Support for students with a disability

Any student with a disability who may require alternative academic arrangements is encouraged to seek advice at the commencement of the semester from a disability adviser at Student Support Services.

## Resolving Problems and Grievances

The School of Tourism and Leisure Management wants to support students in every way possible. If you are unhappy with some aspect of your studies, or your interactions with the School, or any member of the School, you are encouraged to *address the situation as early as possible* before it starts to have a negative impact on your learning experience.

## Sexual Harassment

A learning environment free of harassment and discrimination is fundamental to students maximising their learning opportunities. If you are concerned about harassment related issues, you are urged to consult any one or more of the following: Your supervisor; Postgraduate Coursework Coordinator; Head of the School; or Student Support Services. For further information go to the “Information on Sexual Harassment Policies and Procedures” at: [www.uq.edu.au/oraps/harass](http://www.uq.edu.au/oraps/harass).

## Non-Discriminatory Language Leaflets

“Gender Inclusive Language”, and “A Guide to Avoiding Racism Through Language” are available free of charge from the Office of Gender Equity, room 637, 6th floor, JD Story Building, UQ St Lucia campus.

# School Administration

## Submitting Assignments

When submitting assignments, students must:

- Collect and fill in all details outlined on the School assignment cover sheet;
- Sign and date the declaration on the bottom of the assignment cover sheet;
- Secure the assignment cover sheet to the assignment and secure disks, if any; and
- Lodge the assignment with the appropriate area depending on campus. Unless otherwise directed by the lecturer, submissions should be made to:

St Lucia Campus  
BEL Faculty Resource Centre  
Level 1, Colin Clark building (39)

Ipswich Campus  
The Student Centre, Building 8

## Applying for an extension of time for an Assignment

Extensions are normally only considered for acute medical conditions or for unexpected personal hardship or distress. Poor workload planning is not considered to be grounds for granting an extension.

Documentary evidence such as medical certificate or statement provided by another recognised professional service, such as a counselling service, should be included with the request. Extension applications, in writing, should be submitted to your tutor or lecturer at least 24 hours in advance of the due date of the assignment.

*Application for Extension* forms are available from Reception in Building 13 at the Ipswich Campus and the BEL Student Resource Centre at St Lucia campus.

## mySI-net

Students must enrol on-line and maintain personal details using mySI-net at <http://www.sinet.uq.edu.au>. Students are asked to ensure that they have completed all enrolment requirements as set out in The University of Queensland Enrolment Guide, which can be accessed via mySI-net. All students are also provided with an email account. It is extremely important that students check email regularly as the Faculty and School e-mails all official correspondence.

## Blackboard

To facilitate communication and provide information and core content, many Tourism and Leisure Management courses are supported by *Blackboard*.

*Blackboard* provides students with centralised access to all *Blackboard*-supported courses on the server and includes the following features:

- A learning guide, including objectives of courses, staff contact details, study chart and assessment requirements.
- Discussion boards – students are encouraged to use the discussion board throughout the semester to interact with peers and the lecturers.
- Gradebook – a running tally of your marks may be available on *Blackboard*. Students only have access to their own marks and cannot view other students' marks.

Further information and access to *Blackboard* may be found at <http://blackboard.elearning.uq.edu.au>.

# Postgraduate Coursework Programs

## Graduate Certificate in Business

<b>Duration</b>	1 semester full-time. Part-time equivalent available to Australian residents and citizens.
<b>Location</b>	St Lucia
<b>Entry Requirements</b>	Bachelors Degree in any field OR considerable relevant work experience.

### Program Outline

This streamlined program is designed for current managers seeking formal qualifications and for individuals who aspire to executive management positions in relevant industries. Applicants are not required to have completed undergraduate study providing they have considerable work experience in related industries. This program also gives people without undergraduate study, who are employed within the sector, a pathway to a Masters Degree if that is their goal.

This Graduate Certificate does not assume prior knowledge in the relevant areas. For this reason all students complete TOUR7003: *Tourism, Travel, Hospitality: Foundations* in their first semester of enrolment.

The program introduces students to essential management principles, in addition to the practical operational aspects of their chosen field of specialisation. Students choose from the following fields:

- International Event Management
- International Hotel Management
- International Sport and Recreation Management
- International Travel and Tourism Management

The field of study will be annotated on the award certificate.

### Career Opportunities

Our graduates work throughout the tourism, hotel, recreation and event management industries within Australia and overseas. They are spread across areas as diverse as restaurants and clubs, amusement parks, private consultancy firms, event management agencies, tourist resorts, arts and music festivals, and sporting agencies and centres. There are also a range of opportunities available within supporting enterprises, such as marketing, retail, financial and human resources.

### Further Study

Graduates can proceed to the Graduate Diploma or Master of Business program. While the major focus for this program is preparing students for executive management positions in the relevant industries, students who progress through to the Masters (Advanced) degree level and incorporate a thesis component within their studies would be deemed to have met the normal entry requirements for a Doctor of Philosophy (PhD) program, should they wish to continue to a research degree following graduation.

# Graduate Certificate in Business Program Structure

To receive the Graduate Certificate in Business, a student is required to complete 4 courses (#8) comprising:

## **Part (a) 2 compulsory courses (#4) from:**

- TOUR7003 #2 Tourism, Travel, Hospitality: Foundations
- AND
- HOSP7001 #2 International Services Management
- OR
- TOUR7000 #2 Tourism, Hospitality and Leisure: Research
- OR
- TOUR7005 #2 Tourism and Hospitality Issues

## **Part (b) 2 courses (#4) from the relevant field of specialised study:**

### **International Event Management**

- EVNT7000 #2 Event Management Principles and Practice
- EVNT7001 #2 International Event Management
- EVNT7002 #2 Event Sponsorship Management
- EVNT7003 #2 Meetings and Conventions Management

### **International Hotel Management**

- HOSP7000 #2 International Hotel Management Operations
- HOSP7002 #2 International Hotel Development
- HOSP7003 #2 International Hotel Management
- HOSP7004 #2 Managing Small Hospitality Organisations

### **International Sport and Recreation Management**

- HMST7113 #2 The Global Sports Industry: Economics, Marketing & Politics
- HMST7916 #2 Human Movement Studies: Interdisciplinary Perspectives
- LEIS7000 #2 Commercial Recreation and Entrepreneurship
- MGTS7006 #2 Strategic Sport Management

### **International Travel and Tourism Management**

- MGTS7005 #2 Tourism Risk Management
- TOUR7001 #2 Global Tourism Business Principles
- TOUR7002 #2 Sustainability for Tourism Business
- TOUR7004 #2 Travel and Transport Systems

# Graduate Certificate Sample Pathways - Program Code: 5248

<b>GRADUATE CERTIFICATE - INTERNATIONAL EVENT MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 1 2006</b>		
<b>Semester 1/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>EVNT7000</b>	Event Management Principles and Practice	2
<b>EVNT7003</b>	Meetings and Conventions Management	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>TOUR7000</b>	Tourism, Travel and Hospitality: Research <b>OR</b>	2
<b>HOSP7001</b>	International Services Management	2
<b>Total</b>		<b>8</b>

<b>GRADUATE CERTIFICATE - INTERNATIONAL EVENT MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 2 2006</b>		
<b>Semester 2/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>EVNT7001</b>	International Event Management	2
<b>EVNT7002</b>	Event Sponsorship Management	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>TOUR7005</b>	Tourism and Hospitality Issues	2
<b>Total</b>		<b>8</b>

<b>GRADUATE CERTIFICATE - INTERNATIONAL HOTEL MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 1 2006</b>		
<b>Semester 1/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>HOSP7002</b>	International Hotel Development	2
<b>HOSP7003</b>	International Hotel Management	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>TOUR7000</b>	Tourism, Travel and Hospitality: Research <b>OR</b>	2
<b>HOSP7001</b>	International Services Management	2
<b>Total</b>		<b>8</b>

<b>GRADUATE CERTIFICATE - INTERNATIONAL HOTEL MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 2 2006</b>		
<b>Semester 2/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>HOSP7000</b>	International Hotel Management Operations	2
<b>HOSP7004</b>	Managing Small Hospitality Organisations	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>TOUR7005</b>	Tourism and Hospitality Issues	2
<b>Total</b>		<b>8</b>

**GRADUATE CERTIFICATE - INTERNATIONAL SPORT AND RECREATION MANAGEMENT  
PROGRAM STRUCTURE COMMENCING SEMESTER 1 2006**

<b>Semester 1/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>HMST7916</b>	Human Movement Studies: Interdisciplinary Perspectives	2
<b>MGTS7006</b>	Strategic Sport Management	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>TOUR7000</b>	Tourism, Travel and Hospitality: Research <b>OR</b>	2
<b>HOSP7001</b>	International Services Management	2
<b>Total</b>		<b>8</b>

**GRADUATE CERTIFICATE - INTERNATIONAL SPORT AND RECREATION MANAGEMENT  
PROGRAM STRUCTURE COMMENCING SEMESTER 2 2006**

<b>Semester 2/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>HMST7113</b>	The Global Sports Industry: Economics, Marketing & Politics	2
<b>LEIS7000</b>	Commercial Recreation and Entrepreneurship	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>TOUR7005</b>	Tourism and Hospitality Issues	2
<b>Total</b>		<b>8</b>

**GRADUATE CERTIFICATE - INTERNATIONAL TRAVEL AND TOURISM MANAGEMENT  
PROGRAM STRUCTURE COMMENCING SEMESTER 1 2006**

<b>Semester 1/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>MGTS7005</b>	Tourism Risk Management	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>TOUR7004</b>	Travel and Transport Systems	2
<b>TOUR7000</b>	Tourism, Travel and Hospitality: Research <b>OR</b>	2
<b>HOSP7001</b>	International Services Management	2
<b>Total</b>		<b>8</b>

**GRADUATE CERTIFICATE - INTERNATIONAL TRAVEL AND TOURISM MANAGEMENT  
PROGRAM STRUCTURE COMMENCING SEMESTER 2 2006**

<b>Semester 2/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>TOUR7001</b>	Global Tourism Business Principles	2
<b>TOUR7002</b>	Sustainability for Tourism Business	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>TOUR7005</b>	Tourism and Hospitality Issues	2
<b>Total</b>		<b>8</b>

# Graduate Diploma in Business

<b>Duration</b>	2 semesters full-time. Part-time equivalent available to Australian residents and citizens.
<b>Location</b>	St Lucia
<b>Entry Requirements</b>	Bachelors Degree in any field OR Graduate Certificate in Business.

## Program Outline

This short program has been designed for people who seek to build upon their industry knowledge or that gained from the Graduate Certificate Program.

Similarly to the Graduate Certificate in Business, this program is tailored to aspiring and current managers in relevant industries who want to update their qualifications or formalise previously gained experience. This program is also ideal for applicants who are unable or hesitant to make a commitment to the duration of a Masters Degree.

Students with a Bachelors Degree may enter this program directly or through the Graduate Certificate program. The Graduate Diploma does not assume prior knowledge in the relevant areas, however, students who have already undertaken the Graduate Certificate need not repeat introductory courses they have already completed, such as TOUR7003: *Tourism, Travel, Hospitality: Foundations*.

Students progressing from the Graduate Certificate must maintain the same major. All other students have the opportunity to select one field of specialisation from:

- International Event Management
- International Hotel Management
- International Sport and Recreation Management
- International Travel and Tourism Management

The field of study will be annotated on the degree certificate.

## Career Opportunities

Our graduates work throughout the tourism, hotel, recreation and event management industries within Australia and overseas. They are spread across areas as diverse as restaurant and clubs, amusement parks, private consultancy firms, event management agencies, tourist resorts, arts and music festivals, and sporting agencies and centres. There are also a range of opportunities available within supporting enterprises, such as marketing, retail, financial and human resources.

## Further Study

Graduates can proceed to the Masters Degree program. While the major focus for this program is preparing students for executive management positions in the relevant industries, students who progress through to the Masters Advanced Degree level and incorporate a thesis component within their studies would be deemed to have met the normal entry requirements for a Doctor of Philosophy (PhD) program, should they wish to continue to a research degree following graduation.

## Graduate Diploma in Business Program Structure

To receive the Graduate Diploma in Business, a student is required to complete 8 courses (#16) comprising:

### **Part (a) 3 compulsory courses (#6) from:**

- TOUR7003 #2 Tourism, Travel, Hospitality: Foundations
- AND
- HOSP7001 #2 International Services Management
- OR
- TOUR7000 #2 Tourism, Hospitality and Leisure: Research
- OR
- TOUR7005 #2 Tourism and Hospitality Issues

### **Part (b) 4 courses (#8) from the relevant field of specialised study:**

#### **International Event Management**

- EVNT7000 #2 Event Management Principles and Practice
- EVNT7001 #2 International Event Management
- EVNT7002 #2 Event Sponsorship Management
- EVNT7003 #2 Meetings and Conventions Management

#### **International Hotel Management**

- HOSP7000 #2 International Hotel Management Operations
- HOSP7002 #2 International Hotel Development
- HOSP7003 #2 International Hotel Management
- HOSP7004 #2 Managing Small Hospitality Organisations

#### **International Sport and Recreation Management**

- HMST7113 #2 The Global Sports Industry: Economics, Marketing & Politics
- HMST7916 #2 Human Movement Studies: Interdisciplinary Perspectives
- LEIS7000 #2 Commercial Recreation and Entrepreneurship
- MGTS7006 #2 Strategic Sport Management

#### **International Travel and Tourism Management**

- MGTS7005 #2 Tourism Risk Management
- TOUR7001 #2 Global Tourism Business Principles
- TOUR7002 #2 Sustainability for Tourism Business
- TOUR7004 #2 Travel and Transport Systems

### **Part (c) 1 advanced elective course (2#)**

This elective course must be approved by the Head of the School of Tourism and Leisure Management, and must not be similar to any courses previously passed by the student.

\*Please note that requirements for the Graduate Diploma in Business undergoing approval at time of publication

<b>GRADUATE DIPLOMA - INTERNATIONAL EVENT MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 1 2006</b>		
<b>Semester 1/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>EVNT7000</b>	Festival Management and Sponsorship	2
<b>EVNT7003</b>	Meeting and Conventions Management	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>TOUR7000</b>	Tourism, Travel and Hospitality: Research <b>OR</b>	2
<b>HOSP7001</b>	International Services Management	2
<b>Semester 2/2006</b>		
<b>EVNT7001</b>	International Event Management	2
<b>EVNT7002</b>	Event Sponsorship Management	2
<b>TOUR7005</b>	Tourism and Hospitality Issues	2
	Advanced Elective	2
<b>Total</b>		<b>16</b>

<b>GRADUATE DIPLOMA - INTERNATIONAL EVENT MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 2 2006</b>		
<b>Semester 2/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>EVNT7001</b>	International Event Management	2
<b>EVNT7002</b>	Event Sponsorship Management	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>TOUR7005</b>	Tourism and Hospitality Issues	2
<b>Semester 1/2007</b>		
<b>EVNT7000</b>	Festival Management and Sponsorship	2
<b>EVNT7003</b>	Meeting and Conventions Management	2
<b>HOSP7001</b>	International Services Management	2
<b>TOUR7000</b>	Tourism, Travel and Hospitality: Research <b>OR</b>	2
	Advanced Elective	2
<b>Total</b>		<b>16</b>

<b>GRADUATE DIPLOMA - INTERNATIONAL HOTEL MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 1 2006</b>		
<b>Semester 1/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>HOSP7002</b>	International Hotel Development	2
<b>HOSP7003</b>	International Hotel Management	2
<b>HOSP7001</b>	International Services Management <b>OR</b>	2
<b>TOUR7000</b>	Tourism, Travel and Hospitality: Research	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>Semester 2/2006</b>		
<b>HOSP7000</b>	International Hotel Management Operations	2
<b>HOSP7004</b>	Managing Small Hospitality Organisation	2
<b>TOUR7005</b>	Tourism and Hospitality Issues	2
	Advanced Elective	2
<b>Total</b>		<b>16</b>

**GRADUATE DIPLOMA - INTERNATIONAL HOTEL MANAGEMENT  
PROGRAM STRUCTURE COMMENCING SEMESTER 2 2006**

Semester 2/2006	Courses	Units #
HOSP7000	International Hotel Management Operations	2
HOSP7004	Managing Small Hospitality Organisations	2
TOUR7003	Tourism, Travel and Hospitality: Foundations	2
TOUR7005	Tourism and Hospitality Issues	2
<b>Semester 1/2007</b>		
HOSP7001	International Services Management	2
HOSP7002	International Hotel Development	2
HOSP7003	International Hotel Management	2
TOUR7000	Tourism, Hospitality and Leisure Research <b>OR</b>	2
	Advanced Elective	2
<b>Total</b>		<b>16</b>

**GRADUATE DIPLOMA - INTERNATIONAL SPORT AND RECREATION MANAGEMENT  
PROGRAM STRUCTURE COMMENCING SEMESTER 1 2006**

Semester 1/2006	Courses	Units #
HMST7916	Human Movement Studies: Interdisciplinary Perspectives	2
MGTS7006	Strategic Sport Management	2
TOUR7000	Tourism, Hospitality and Leisure Research <b>OR</b>	2
HOSP7001	International Services Management	2
TOUR7003	Tourism, Travel and Hospitality: Foundations	2
<b>Semester 2/2006</b>		
HMST7113	The Global Sports Industry: Economics, Marketing & Politics	2
LEIS7000	Commercial Recreation	2
TOUR7005	Tourism and Hospitality Issues	2
	Advanced Elective	2
<b>Total</b>		<b>16</b>

**GRADUATE DIPLOMA - INTERNATIONAL SPORT AND RECREATION MANAGEMENT  
PROGRAM STRUCTURE COMMENCING SEMESTER 2 2006**

Semester 2/2006	Courses	Units #
HMST7113	The Global Sports Industry: Economics, Marketing & Politics	2
LEIS7000	Commercial Recreation and Entrepreneurship	2
TOUR7003	Tourism, Travel and Hospitality: Foundations	2
TOUR7005	Tourism and Hospitality Issues	2
<b>Semester 1/2007</b>		
HMST7916	Human Movement Studies: Interdisciplinary Perspectives	2
MGTS7006	Strategic Sport Management	2
HOSP7001	International Services Management	2
TOUR7000	Tourism, Hospitality and Leisure Research <b>OR</b>	2
	Advanced Elective	2
<b>Total</b>		<b>16</b>

<b>GRADUATE DIPLOMA - INTERNATIONAL TRAVEL AND TOURISM MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 1 2006</b>		
<b>Semester 1/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>MGTS7005</b>	Tourism Risk Management	2
<b>HOSP7001</b>	International Services Management <b>OR</b>	2
<b>TOUR7000</b>	Tourism, Travel and Hospitality: Research	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>TOUR7004</b>	Travel and Transport Systems	2
<b>Semester 2/2006</b>		
<b>TOUR7001</b>	Global Tourism Business Principles	2
<b>TOUR7002</b>	Sustainability for Tourism Business	2
<b>TOUR7005</b>	Tourism and Hospitality Issues	2
	Advanced Elective	2
<b>Total</b>		<b>16</b>

<b>GRADUATE DIPLOMA - INTERNATIONAL TRAVEL AND TOURISM MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 2 2006</b>		
<b>Semester 2/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>TOUR7001</b>	Global Tourism Business Principles	2
<b>TOUR7002</b>	Sustainability for Tourism Business	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>TOUR7005</b>	Tourism and Hospitality Issues	2
<b>Semester 1/2007</b>		
<b>HOSP7001</b>	International Services Management	2
<b>MGTS7005</b>	Tourism Risk Management	2
<b>TOUR7000</b>	Tourism, Travel and Hospitality: Research <b>OR</b>	2
	Advanced Elective	2
<b>TOUR7004</b>	Travel and Transport Systems	2
<b>Total</b>		<b>16</b>

# Master of Business

<b>Duration</b>	1.5 years full-time. Part-time equivalent available to Australian residents and citizens.
<b>Location</b>	St Lucia
<b>Entry Requirements</b>	Bachelors Degree in any field OR Graduate Certificate OR Graduate Diploma in Business

## Program Outline

The Master of Business is designed for current managers seeking formal qualifications and for individuals who aspire to executive management positions in relevant industries. This program allows students to broaden their general management and leadership skills while gaining specialist knowledge in a chosen field, assisting graduates in the acceleration of their careers within particular field.

The Master of Business comprises a balance of general industry courses, which relate to the tourism, hospitality, leisure and event management sectors, and study in a relevant field of specialisation. Students undertake an independent report, which is more business-oriented and less research intensive than a thesis.

The program does not assume prior knowledge in the relevant areas. Students should complete TOUR7003: *Tourism, Travel and Hospitality: Foundations* in their first semester of enrolment. Students may enter this program directly or through the Graduate Certificate program, depending on their previous academic qualifications.

Students will choose a major from:

- International Event Management
- International Hotel Management
- International Sport and Recreation Management
- International Travel and Tourism Management

The major will be annotated on the degree certificate

## Career Opportunities

Our graduates work throughout the tourism, hotel, recreation and event management industries both within Australia and overseas. They are spread across areas as diverse as restaurant and clubs, amusement parks, private consultancy firms, event management agencies, tourist resorts, arts and music festivals, and sporting agencies and centres. There are also a range of opportunities available within supporting enterprises, such as marketing, retail, financial and human resources.

## Further Study

While the major focus for this program is preparing students for executive management positions in relevant industries, students who progress through to the Masters (Advanced) degree level and incorporate a thesis component within their studies would be deemed to have met the normal entry requirements for a Doctor of Philosophy (PhD) program, should they wish to continue to a research degree following graduation.

# Master of Business Program Structure

To receive the Master of Business, a student is required to complete 11 courses (#24) comprising:

## **Part (a) 4 compulsory courses (#8) from:**

TOUR7003	#2	Tourism, Travel, Hospitality: Foundations
HOSP7001	#2	International Services Management
TOUR7000	#2	Tourism, Hospitality and Leisure: Research
TOUR7005	#2	Tourism and Hospitality Issues

## **Part (b) 5 courses (#12) from the relevant field of specialised study:**

### **International Event Management**

EVNT7000	#2	Event Management Principles and Practice
EVNT7001	#2	International Event Management
EVNT7002	#2	Event Sponsorship Management
EVNT7003	#2	Meetings and Conventions Management
MGTS7001	#4	Independent Report

### **International Hotel Management**

HOSP7000	#2	International Hotel Management Operations
HOSP7002	#2	International Hotel Development
HOSP7003	#2	International Hotel Management
HOSP7004	#2	Managing Small Hospitality Organisations
MGTS7001	#4	Independent Report

### **International Sport and Recreation Management**

HMST7113	#2	The Global Sports Industry: Economics, Marketing & Politics
HMST7916	#2	Human Movement Studies: Interdisciplinary Perspectives
LEIS7000	#2	Commercial Recreation and Entrepreneurship
MGTS7006	#2	Strategic Sport Management
MGTS7001	#4	Independent Report

### **International Travel and Tourism Management**

MGTS7001	#4	Independent Report
MGTS7005	#2	Tourism Risk Management
TOUR7001	#2	Global Tourism Business Principles
TOUR7002	#2	Sustainability for Tourism Business
TOUR7004	#2	Travel and Transport Systems

## **Part (c) 2 advanced elective courses (4#)**

These elective courses must be approved by the Head of the School of Tourism and Leisure Management, and must not be similar to any courses previously passed by the student.

<b>MASTER OF BUSINESS - INTERNATIONAL EVENT MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 1 2006</b>		
<b>Semester 1/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>EVNT7000</b>	Event Management Principles and Practice	2
<b>EVNT7003</b>	Meetings and Conventions Management	2
<b>TOUR7000</b>	Tourism, Travel and Hospitality: Research	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>Semester 2/2006</b>		
<b>EVNT7001</b>	International Event Management	2
<b>EVNT7002</b>	Event Sponsorship Management	2
<b>TOUR7005</b>	Tourism and Hospitality Issues	2
	Advanced Elective	2
<b>Semester 1/2007</b>		
<b>HOSP7001</b>	International Services Management	2
<b>MGTS7001</b>	Independent Report	4
	Advanced Elective	2
<b>Total</b>		<b>24</b>

<b>MASTER OF BUSINESS - INTERNATIONAL EVENT MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 2 2006</b>		
<b>Semester 2/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>EVNT7001</b>	International Event Management	2
<b>EVNT7002</b>	Event Sponsorship Management	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>TOUR7005</b>	Tourism and Hospitality Issues	2
<b>Semester 1/2007</b>		
<b>EVNT7000</b>	Event Management Principles and Practice	2
<b>EVNT7003</b>	Meetings and Conventions Management	2
<b>HOSP7001</b>	International Services Management	2
<b>TOUR7000</b>	Tourism, Travel and Hospitality: Research	2
<b>Semester 2/2007</b>		
<b>MGTS7001</b>	Independent Report	4
	Advanced Elective	2
	Advanced Elective	2
<b>Total</b>		<b>24</b>

<b>MASTER OF BUSINESS - INTERNATIONAL HOTEL MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 1 2006</b>		
<b>Semester 1/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>HOSP7002</b>	International Hotel Development	2
<b>HOSP7003</b>	International Hotel Management	2
<b>TOUR7000</b>	Tourism, Travel and Hospitality: Research	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>Semester 2/2006</b>		
<b>HOSP7000</b>	International Hotel Management Operations	2
<b>HOSP7004</b>	Managing Small Hospitality Organisations	2
<b>TOUR7005</b>	Tourism and Hospitality Issues	2
	Advanced Elective	2
<b>Semester 1/2007</b>		
<b>HOSP7001</b>	International Services Management	2
<b>MGTS7001</b>	Independent Report	4
	Advanced Elective	2
<b>Total</b>		<b>24</b>

<b>MASTER OF BUSINESS - INTERNATIONAL HOTEL MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 2 2006</b>		
<b>Semester 2/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>HOSP7000</b>	International Hotel Management Operations	2
<b>HOSP7004</b>	Managing Small Hospitality Organisations	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>TOUR7005</b>	Tourism and Hospitality Issues	2
<b>Semester 1/2007</b>		
<b>HOSP7001</b>	International Services Management	2
<b>HOSP7002</b>	International Hotel Development	2
<b>HOSP7003</b>	International Hotel Management	2
<b>TOUR7000</b>	Tourism Hospitality Leisure Research	2
<b>Semester 2/2007</b>		
<b>MGTS7001</b>	Independent Report	4
	Advanced Elective	2
	Advanced Elective	2
<b>Total</b>		<b>24</b>

<b>MASTER OF BUSINESS - INTERNATIONAL SPORT AND RECREATION MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 1 2006</b>		
<b>Semester 1/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>HMST7916</b>	Human Movement Studies: Interdisciplinary Perspectives	2
<b>MGTS7006</b>	Strategic Sport Management	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>TOUR7000</b>	Tourism Hospital Leisure Research	2
<b>Semester 2/2006</b>		
<b>HMST7113</b>	The Global Sports Industry: Economics, Marketing & Politics	2
<b>LEIS7000</b>	Commercial Recreation and Entrepreneurship	2
<b>TOUR7005</b>	Tourism and Hospitality Issues	2
	Advanced Elective	2
<b>Semester 1/2007</b>		
<b>HOSP7001</b>	International Services Management	2
<b>MGTS7001</b>	Independent Report	4
	Advanced Elective	2
<b>Total</b>		<b>24</b>

<b>MASTER OF BUSINESS - INTERNATIONAL SPORT AND RECREATION MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 2 2006</b>		
<b>Semester 2/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>HMST7113</b>	The Global Sports Industry: Economics, Marketing & Politics	2
<b>LEIS7000</b>	Commercial Recreation and Entrepreneurship	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>TOUR7005</b>	Tourism and Hospitality Issues	2
<b>Semester 1/2007</b>		
<b>HMST7916</b>	Human Movement Studies: Interdisciplinary Perspectives	2
<b>MGTS7006</b>	Strategic Sport Management	2
<b>TOUR7000</b>	Tourism Hospital Leisure Research	2
	Advanced Elective	2
<b>Semester 2/2007</b>		
<b>HOSP7001</b>	International Services Management	2
<b>MGTS7001</b>	Independent Report	4
	Advanced Elective	2
<b>Total</b>		<b>24</b>

<b>MASTER OF BUSINESS - INTERNATIONAL TRAVEL AND TOURISM MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 1 2006</b>		
<b>Semester 1/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>TOUR7000</b>	Tourism Hospitality Leisure Research	2
<b>TOUR7003</b>	Tourism Travel and Hospitality Foundations	2
<b>TOUR7004</b>	Travel and Transport Systems	2
<b>MGTS7005</b>	Tourism Risk Management	2
<b>Semester 2/2006</b>		
<b>TOUR7001</b>	Global Tourism Business Principles	2
<b>TOUR7002</b>	Sustainability for Tourism Business	2
<b>TOUR7005</b>	Tourism and Hospitality Issues	2
	Advanced Elective	2
<b>Semester 1/2007</b>		
<b>HOSP7001</b>	International Services Management	2
<b>MGTS7001</b>	Independent Report	4
	Advanced Elective	2
<b>Total</b>		<b>24</b>

<b>MASTER OF BUSINESS - INTERNATIONAL TRAVEL AND TOURISM MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 2 2006</b>		
<b>Semester 2/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>TOUR7001</b>	Global Tourism Business Principles	2
<b>TOUR7002</b>	Sustainability for Tourism Business	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>TOUR7005</b>	Tourism and Hospitality Issues	2
<b>Semester 1/2007</b>		
<b>HOSP7001</b>	International Services Management	2
<b>MGTS7005</b>	Tourism Risk Management	2
<b>TOUR7000</b>	Tourism Hospital Leisure Research	2
<b>TOUR7004</b>	Travel and Transport Systems	2
<b>Semester 2/2007</b>		
<b>MGTS7001</b>	Independent Report	4
	Advanced Elective	2
	Advanced Elective	2
<b>Total</b>		<b>24</b>

# Master of Business (Advanced)

<b>Duration</b>	2 years full-time. Part-time equivalent available to Australian residents and citizens.
<b>Location</b>	St Lucia
<b>Entry Requirements</b>	Bachelors Degree in any field WITH relevant work experience OR a Master of Business

## Program Outline

The Master of Business (Advanced) is designed to give current managers a formal qualification and to give an 'edge' to professionals aspiring to middle/senior management in relevant industries. This program allows students to gain specialist knowledge in a chosen field and accelerate careers within tourism, hospitality, sport and recreation or event management disciplines. Students complete the research component which provides a pathway to higher research or doctorate levels. Alternatively, students may complete two fields of interest or additional advanced electives in this advanced program. Students broaden their general management and leadership skills.

The program does not assume prior knowledge in the relevant areas. Students should complete TOUR7003: *Tourism, Travel and Hospitality: Foundations* in their first semester of enrolment. Students may enter this program directly or through the Graduate Diploma or Master of Business program, depending on their previous academic qualifications.

Students will choose one major field of study from:

- International Event Management
- International Hotel Management
- International Sport and Recreation Management
- International Travel and Tourism Management

The field of study will be annotated on the degree certificate.

## Career Opportunities

Our graduates work throughout the tourism, hotel, recreation and event management industries within Australia and overseas. They are spread across areas as diverse as restaurants and clubs, amusement parks, private consultancy firms, event management agencies, tourist resorts, arts and music festivals, and sporting agencies and centres. There are also a range of opportunities available within supporting enterprises, such as marketing, retail, financial and human resources.

## Further Study

While the major focus for this program is preparing students for executive management positions in the relevant industries, students would be deemed to have met the normal entry requirements for a Doctor of Philosophy (PhD) program, should they wish to continue to a research degree following graduation.

## Master of Business (Advanced) Program Structure

To receive the Master of Business (Advanced), a student is required to complete #32 comprising:

### **Part (a) 4 compulsory courses (#8) from:**

TOUR7003	#2	Tourism, Travel, Hospitality: Foundations
HOSP7001	#2	International Services Management
TOUR7000	#2	Tourism, Hospitality and Leisure: Research
TOUR7005	#2	Tourism and Hospitality Issues

### **Part (b) 5 courses (#12) from the relevant field of specialised study:**

#### **International Event Management**

EVNT7000	#2	Event Management Principles and Practice
EVNT7001	#2	International Event Management
EVNT7002	#2	Event Sponsorship Management
EVNT7003	#2	Meetings and Conventions Management
MGTS7001	#4	Independent Report

#### **International Hotel Management**

HOSP7000	#2	International Hotel Management Operations
HOSP7002	#2	International Hotel Development
HOSP7003	#2	International Hotel Management
HOSP7004	#2	Managing Small Hospitality Organisations
MGTS7001	#4	Independent Report

#### **International Sport and Recreation Management**

HMST7916	#2	Human Movement Studies: Interdisciplinary Perspectives
HMST7113	#2	The Global Sports Industry: Economics, Marketing & Politics
LEIS7000	#2	Commercial Recreation and Entrepreneurship
MGTS7001	#4	Independent Report
MGTS7006	#2	Strategic Sport Management

#### **International Travel and Tourism Management**

MGTS7001	#4	Independent Report
MGTS7005	#2	Tourism Risk Management
TOUR7001	#2	Global Tourism Business Principles
TOUR7002	#2	Sustainability for Tourism Business
TOUR7004	#2	Travel and Transport Systems

### **Part (c) Research MBus (Adv only) OR equivalent coursework (#8)**

MGTS7003	8#	Thesis
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### **Part (d) #4 of advanced elective courses at level 7 or higher**

These elective courses must be approved by the Head of the School of Tourism and Leisure Management, and must not be similar to any courses previously passed by the student.

<b>MASTER OF BUSINESS (ADVANCED) - INTERNATIONAL EVENT MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 1 2006</b>		
Semester 1/2006	Courses	Units #
EVNT7000	Event Management Principles and Practice	2
EVNT7003	Meetings and Conventions Management	2
TOUR7003	Tourism, Travel and Hospitality: Foundations	2
TOUR7000	Tourism, Travel and Hospitality: Research	2
Semester 2/2006		
EVNT7001	International Event Management	2
EVNT7002	Event Sponsorship Management	2
TOUR7005	Tourism and Hospitality Issues	2
	Advanced Elective	2
Semester 1/2007		
HOSP7001	International Services Management	2
MGTS7001	Independent Report	4
	Advanced Elective	2
Semester 2/2007		
MGTS7003	Thesis <b>OR</b>	8
	Advanced Elective	2
	Advanced Elective	2
	Advanced Elective	2
	Advanced Elective	2
<b>Total</b>		<b>32</b>

<b>MASTER OF BUSINESS (ADVANCED) - INTERNATIONAL EVENT MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 2 2006</b>		
Semester 2/2006	Courses	Units #
EVNT7001	International Event Management	2
EVNT7002	Event Sponsorship Management	2
TOUR7003	Tourism, Travel and Hospitality: Foundations	2
TOUR7005	Tourism and Hospitality Issues	2
Semester1/2007		
EVNT7000	Event Management Principles and Practice	2
EVNT7003	Meetings and Conventions Management	2
HOSP7001	International Services Management	2
TOUR7000	Tourism, Travel and Hospitality: Research	2
Semester 2/2007		
MGTS7001	Independent Report	4
	Advanced Elective	2
	Advanced Elective	2
Semester 1/2008		
MGTS7003	Thesis <b>OR</b>	8
	Advanced Elective	2
	Advanced Elective	2
	Advanced Elective	2
	Advanced Elective	2
<b>Total</b>		<b>32</b>

<b>MASTER OF BUSINESS (ADVANCED) - INTERNATIONAL HOTEL MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 1 2006</b>		
<b>Semester 1/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>HOSP7002</b>	International Hotel Development	2
<b>HOSP7003</b>	International Hotel Management	2
<b>TOUR7000</b>	Tourism, Travel and Hospitality: Research	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>Semester 2/2006</b>		
<b>HOSP7000</b>	International Hotel Management Operations	2
<b>HOSP7004</b>	Managing Small Hospitality Organisations	2
<b>TOUR7005</b>	Tourism and Hospitality Issues	2
	Advanced Elective	2
<b>Semester 1/2007</b>		
<b>HOSP7001</b>	International Services Management	2
<b>MGTS7001</b>	Independent Report	4
	Advanced Elective	2
<b>Semester 2/2007</b>		
<b>MGTS7003</b>	Thesis <b>OR</b>	8
	Advanced Elective	2
	Advanced Elective	2
	Advanced Elective	2
	Advanced Elective	2
<b>Total</b>		<b>32</b>

<b>MASTER OF BUSINESS (ADVANCED) - INTERNATIONAL HOTEL MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 2 2006</b>		
<b>Semester 2/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>HOSP7002</b>	International Hotel Development	2
<b>HOSP7004</b>	Managing Small Hospitality Organisations	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>TOUR7005</b>	Tourism and Hospitality Issues	2
<b>Semester 1/2007</b>		
<b>TOUR7000</b>	Tourism Hospitality Leisure Research	2
<b>HOSP7001</b>	International Services Management	2
<b>HOSP7002</b>	International Hotel Development	2
<b>HOSP7003</b>	International Hotel Management	2
<b>Semester 2/2007</b>		
<b>MGTS7001</b>	Independent Report	4
	Advanced Elective	2
	Advanced Elective	2
<b>Semester 1/2008</b>		
<b>MGTS7003</b>	Thesis <b>OR</b>	8
	Advanced Elective	2
	Advanced Elective	2
	Advanced Elective	2
	Advanced Elective	2
<b>Total</b>		<b>32</b>

<b>MASTER OF BUSINESS (ADVANCED) - INTERNATIONAL SPORT AND RECREATION MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 1 2006</b>		
<b>Semester 1/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>HMST7916</b>	Human Movement Studies: Interdisciplinary Perspectives	2
<b>MGTS7006</b>	Strategic Sport Management	2
<b>TOUR7000</b>	Tourism Hospital Leisure: Research	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>Semester 2/2006</b>		
<b>HMST7113</b>	The Global Sports Industry: Economics, Marketing & Politics	2
<b>LEIS7000</b>	Commercial Recreation and Entrepreneurship	2
<b>TOUR7005</b>	Tourism and Hospitality Issues	2
	Advanced Elective	2
<b>Semester 1/2007</b>		
<b>HOSP7001</b>	International Services Management	2
<b>MGTS7001</b>	Independent Report	4
	Advanced Elective	2
<b>Semester 2/2007</b>		
<b>MGTS7003</b>	Thesis <b>OR</b>	8
	Advanced Elective	2
	Advanced Elective	2
	Advanced Elective	2
	Advanced Elective	2
<b>Total</b>		<b>32</b>

<b>MASTER OF BUSINESS (ADVANCED) - INTERNATIONAL SPORT AND RECREATION MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 2 2006</b>		
<b>Semester 2/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>HMST7113</b>	The Global Sports Industry: Economics, Marketing & Politics	2
<b>LEIS7000</b>	Commercial Recreation and Entrepreneurship	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>TOUR7005</b>	Tourism and Hospitality Issues	2
<b>Semester 1/2007</b>		
<b>HMST7916</b>	Human Movement Studies: Interdisciplinary Perspectives	2
<b>HOSP7001</b>	International Services Management	2
<b>MGTS7006</b>	Strategic Sport Management	2
<b>TOUR7000</b>	Tourism Hospital Leisure Research	2
<b>Semester 2/2007</b>		
<b>MGTS7001</b>	Independent Report	4
	Advanced Elective	2
	Advanced Elective	2
<b>Semester 1/2008</b>		
<b>MGTS7003</b>	Thesis <b>OR</b>	8
	Advanced Elective	2
	Advanced Elective	2
	Advanced Elective	2
	Advanced Elective	2
<b>Total</b>		<b>32</b>

<b>MASTER OF BUSINESS (ADVANCED) - INTERNATIONAL TRAVEL AND TOURISM MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 1 2006</b>		
<b>Semester 1/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>TOUR7000</b>	Tourism Hospitality Leisure Research	2
<b>TOUR7003</b>	Tourism Travel and Hospitality Foundations	2
<b>TOUR7004</b>	Travel and Transport Systems	2
<b>MGTS7005</b>	Tourism Risk Management	2
<b>Semester 2/2006</b>		
<b>TOUR7001</b>	Global Tourism Business Principles	2
<b>TOUR7002</b>	Sustainability for Tourism Business	2
<b>TOUR7005</b>	Tourism and Hospitality Issues	2
	Advanced Elective	2
<b>Semester 1/2007</b>		
<b>HOSP7001</b>	International Services Management	2
<b>MGTS7001</b>	Independent Report	4
	Advanced Elective	2
<b>Semester 2/2007</b>		
<b>MGTS7003</b>	Thesis <b>OR</b>	8
	Advanced Elective	2
	Advanced Elective	2
	Advanced Elective	2
	Advanced Elective	2
<b>Total</b>		<b>32</b>

<b>MASTER OF BUSINESS (ADVANCED) - INTERNATIONAL TRAVEL AND TOURISM MANAGEMENT PROGRAM STRUCTURE COMMENCING SEMESTER 2 2006</b>		
<b>Semester 2/2006</b>	<b>Courses</b>	<b>Units #</b>
<b>TOUR7001</b>	Global Tourism Business Principles	2
<b>TOUR7002</b>	Sustainability for Tourism Business	2
<b>TOUR7003</b>	Tourism, Travel and Hospitality: Foundations	2
<b>TOUR7005</b>	Tourism and Hospitality Issues	2
<b>Semester 1/2007</b>		
<b>HOSP7001</b>	International Services Management	2
<b>TOUR7000</b>	Tourism Hospitality Leisure Research	2
<b>TOUR7004</b>	Travel and Transport Systems	2
<b>MGTS7005</b>	Tourism Risk Management	2
<b>Semester 2/2007</b>		
<b>MGTS7001</b>	Independent Report	4
	Advanced Elective	2
	Advanced Elective	2
<b>Semester 1/2008</b>		
<b>MGTS7003</b>	Thesis <b>OR</b>	8
	Advanced Elective	2
	Advanced Elective	2
	Advanced Elective	2
	Advanced Elective	2
<b>Total</b>		<b>32</b>

# Masters Course Descriptions

## EVNT –

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### **EVNT7000 Event Management Principles and Practice**

**#2 1st Sem (St Lucia)**  
**Contact Hours: 2 Seminar**  
**Coordinator: Dr C Arcodia**

**Assessment: Assignment, Event Sponsorship Proposal, Research paper.**

This course provides an understanding of the event management industry. It explores key factors in the nature and organisation of the event industry by examining the sectors and relationships within the industry, classifying and defining events, discussing social and economic impacts and identifying key issues.

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### **EVNT7001 International Event Management**

**#2 2nd Sem (St Lucia)**  
**Contact Hours: 2 Seminar**  
**Coordinator: Dr C Arcodia**

**Assessment: International Event Report, Portfolio, Research paper.**

This course provides an understanding of the event management industry. It particularly explores key factors in international event management such event planning, event technologies, facilities and staff management, and the cultural implications of international event management.

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### **EVNT7002 Event Sponsorship Management**

**#2 2nd Sem (St Lucia)**  
**Contact Hours: 2 Seminar**  
**Coordinator: Dr M Whitford**

**Assessment: Assignment, Sponsorship Proposal.**

This course is designed to introduce students to event sponsorship theory and practices. The course provides students with an understanding of the sponsorship management process and the particular contextual considerations of event management.

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### **EVNT7003 Meetings and Conventions Management**

**#2 1st Sem (St Lucia)**  
**Contact Hours: 2 Seminar**  
**Coordinator: Mr S Clark**

**Assessment: Progressive Class Assignment, Group Observation, Research Proposal.**

This course is designed to explore the theory and practice of developing, organising and delivering meetings and conventions. It provides students with the event management processes and skills necessary for successful event management. While the course investigates event management processes in general, it focuses on the context of business events in particular.

## HOSP –

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### **HOSP7000 International Hotel Management Operations**

**#2 2nd Sem (St Lucia)**  
**Contact Hours: 2 Seminar, 1 Tutorial**  
**Coordinator: Dr P Barron**

**Assessment: Essay, Research Paper & Presentation, examination.**

This course will develop an understanding of operations management in the international hotel industry. Students will have the opportunity to critically evaluate the key operations areas of food and beverage and rooms division management within the context of international hotel management. The course also introduces the student to the unique aspects of the international hotel industry environment and analyses the cultural and economic influences of contemporary hotel management on a global scale.

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## **HOSP7001 International Services Management**

**#2 1st Sem (St Lucia)**

**Coordinator: Mr D Solnet**

**Contact Hours: 2 Seminar**

**Semesters Offered: Sem 1 St Lucia**

**Assessment: Group Presentation, Individual Essay, Participation.**

This is an advanced study of hospitality management theory from a services management perspective. Services management is a multidisciplinary field embracing theory and practice which integrates aspects of marketing, operations management, organisational theory, human resource management and service quality management into a new management paradigm. Understanding this perspective facilitates effective strategic decision-making for hospitality industry managers.

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## **HOSP7002 International Hotel Development**

**#2 1st Sem (St Lucia)**

**Contact Hours: 2 Seminar**

**Coordinator: Dr T Lee**

**Assessment: Examination, Assignment, Research Paper.**

This course concentrates on the development of competitive advantage through the value added perspective in the international hotel management process. This course provides students with the critical understanding of the variables affecting business which will enable them as international hotel managers to more fully evaluate and understand the complexity of decision making.

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## **HOSP7003 International Hotel Management**

**#2 1st Sem (St Lucia)**

**Contact Hours: 2 Seminar**

**Coordinator: Dr P Barron**

**Assessment: Examination, Assignment, Research Paper.**

This course evaluates the theoretical and practical applications of management within the hospitality industry. This course focuses on means of creating competitive advantage through the effective management of resources.

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## **HOSP7004 Managing Small Hospitality Organisations**

**#2 2nd Sem (St Lucia)**

**Contact Hours: 2 Seminar**

**Coordinator: Ms N Breakey**

**Assessment: Examination, Assignment, Research Paper.**

This course has been designed to analyse the principles of small business management in the international hotel industry and as such introduces students to a range of material that will assist students in developing a deeper understanding and appreciation of the principles and practices of small business management within the international hotel industry.

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## **LEIS/HMST –**

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### **LEIS7000 Commercial Recreation and Entrepreneurship**

**#2 2nd Sem (St Lucia)**

**Contact Hours: 3 Class contact**

**Coordinator: Ms E Lord**

**Assessment: Case Studies, Seminar Presentation.**

This course is intended to explore the current structure and operation of the leisure industry so that students gain a greater understanding of the complexities involved in delivering commercial recreation services. As part of this exploration, a consideration of the key elements that drive day-to-day leisure service delivery will be undertaken. Such a venture will, by necessity, include a review of some of the myriad situations that leisure professionals encounter in seeking to provide opportunities for meaningful engagement in leisure.

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### **HMST7113 The Global Sports Industry: Economics, Marketing & Politics**

**#2 2nd Sem (St Lucia)**

**Contact Hours: Multi-modal**

**Coordinator: Dr M Phillips**

**Assessment: Presentation, Written Assignment, Online Exam.**

One of the most defining features of contemporary sport is the way in which globalisation has shaped sporting competitions, the business associated with sport, the ways in which sports are organised, managed and governed, and the multidirectional flow of athletes across local, national and international borders. The objectives of this course include: situating sport in a broad contemporary context with a particular emphasis on the process of globalisation; understanding, analysing and responding to a range of specific issues affecting sport in a global world; exhibiting a range of critical and reflective skills in relation to global sport.

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### **HMST7916 Human Movement Studies: Interdisciplinary Perspectives**

**#2 1st Sem (St Lucia)**

**Contact Hours: 3 Class contact**

**Coordinator: Prof R Tinning and Prof D Bailey**

**Assessment: Class Work, Group Project, Presentations, Assignment.**

Contemporary issues defining the nature and future directions of the discipline and professions of human movement studies. Emphasis on multi-disciplinary and integrative, interdisciplinary approaches to the study of human movement.

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## **MGTS –**

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### **MGTS7001 Independent Report**

**#4 1st 2nd Sem**

**Contact Hours: 2 hours**

**Coordinator: Dr P Barron**

**Assessment: Report of 10,000 words.**

Students undertake a research report on a selected topic within a relevant field of study. The topic is to be approved by Head of School.

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### **MGTS7003 Thesis**

**#8 1st 2nd Sem**

**Contact Hours: 2 hours**

**Coordinator: Dr P Barron**

**Assessment: Thesis of 20,000 words.**

Students undertake a research thesis on a selected topic within a relevant field of study. The topic is to be approved by Head of School.

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## **MGTS7005 Tourism Risk Management**

**#2 1st Sem (St Lucia)**

**Contact Hours: Intensive**

**Coordinator: Prof J Wilks**

**Assessment: To Be Advised.**

This course focuses on risk management in the tourism, leisure and hospitality industries, especially the legal, insurance and marketing implications of preventable risks for travellers, businesses and destinations.

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## **MGTS7006 Strategic Sport Management**

**#2 1st Sem (St Lucia)**

**Contact Hours: 3 Class contact**

**Coordinator: Assoc Prof I Patterson**

**Assessment: Assignment, Presentation, Seminar Paper, Final Exam.**

This course provides an in-depth exploration of the key management skills that are required by middle and upper management employees in the sport industry. This course will examine and critically evaluate the main core business skills and knowledge required by the sport manager eg strategic sport planning, organisation change, financial accounting, sport marketing, facility management, human resource management, legal and risk management, leadership and programming.

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## **MUSM –**

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### **MUSM7005 Interpretation & Visitor Research**

**#2 2nd Sem (St Lucia)**

**Contact Hours: Flexible Delivery**

**Coordinator: Prof R Ballanyne and Dr J Packer**

**Assessment: Class presentation, research report**

Increasingly, free-choice learning environments are shifting from a focus on the objects or specimens displayed to a focus on understanding and meeting the needs of visitors. This course examines theory, practice, research and evaluation relating to visitor learning in a range of such settings.

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## **TOUR –**

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### **TOUR7000 Tourism, Hospitality and Leisure: Research**

**#2 1st Sem, (St Lucia)**

**Contact Hours: intensive**

**Coordinator: Dr J Packer**

**Assessment: In Class Exercises, Research Proposal, Research Report.**

This course is designed to introduce students to research methods that are relevant to the fields of tourism, hospitality, and leisure. Students will develop an understanding of why research is conducted and will be introduced to basic quantitative and qualitative designs, methods and processes that are applicable in the tourism, hospitality and leisure fields.

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### **TOUR7001 Global Tourism Business Principles**

**#2 2nd, Sem (St Lucia)**

**Contact Hours: 2 Seminar, 1 Tutorial**

**Coordinator: Assoc Prof S Craig-Smith**

**Assessment: Research Assignment, Research Review.**

This course is designed to introduce students to the concepts and definitions of globalisation and the implications of globalisation for the tourism sector. The course will focus on the forces of globalisation and examine in detail good business practice and strategy in a global tourism industry.

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## **TOUR7002 Sustainability for Tourism**

**Business**

**#2 2nd Sem (St Lucia) or Sum St Lucia**

**Contact Hours: 1 Seminar, 2 Tutorial**

**Coordinator: Assoc Prof S Craig-Smith**

**Assessment: Critical Review Essay, Examination.**

This course analyses the growing interest in society for sustainable development and contains an overview of key events in sustainable thinking and legislation. Tourism development is examined and sustainable principles and the development process are studied in unison. Issues in green tourism, ecotourism and sustainability are critically reviewed.

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## **TOUR7003 Tourism, Travel, Hospitality:**

**Foundations**

**#2 1st; 2nd, Sem (St Lucia)**

**Contact Hours: Intensive**

**Coordinator: Prof T Sofield**

**Assessment: Two Assignments.**

This course introduces students to the principles and practice of tourism, travel and hospitality management and provides an intellectual framework within which to analyse the subject area. The course covers key areas such as definitions and concepts of tourism, travel and hospitality; tourism destinations and planning; travel intermediaries; the role of transportation; the particular nature of the tourism, travel and hospitality industries and the role of the public sector; and a range of specific issues such as the impact of travel and tourism on the environment and host communities, service quality, and destination marketing and management. Students will have the opportunity to focus on a particular destination or business function in detail.

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## **TOUR7004 Travel and Transport Systems**

**#2 1st Sem (St Lucia)**

**Contact Hours: 2 Seminar**

**Coordinator: Dr N Scott**

**Assessment: Research Based Assignment, Industry Review Essay.**

This course is designed to introduce students to the management of, and relationships between, the travel and transport sector within the tourism industry. Much of the growth in the global tourism industry can be linked to the introduction of new transport technologies such as aircraft and the private car. These transport technologies are utilising computer reservation systems and global distribution systems in their development and this course introduces students to the nature of the distribution process in tourism. The course analyses the environment within which distribution takes place, the factors influencing choice of distribution strategy and the changing nature of transport systems.

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## **TOUR7005 Tourism and Hospitality Issues**

**Contact Hours: 2 Seminar**

**Semesters Offered: Sem 2 St Lucia**

**Coordinator: Prof C Cooper and Ms L Ruhanen**

**Assessment: Examination, Assignment.**

An examination and analysis is made of current global issues affecting tourism, hospitality and event management industries. Forward and backward linkages are analysed between the various industry sectors and current social, economic and environmental factors. Relationships and influences between the various industry sectors are also examined.

## POSTGRADUATE STUDIES

- Graduate Certificate in Business
- Graduate Diploma in Business
- Master of Business
- Master of Business (Advanced)

Available in the following majors:

International Event Management  
International Hotel Management  
International Sport and Recreation Management  
International Travel and Tourism Management

# Contact Information

## SCHOOL OF TOURISM AND LEISURE MANAGEMENT

The University Of Queensland

Email: [talm@uq.edu.au](mailto:talm@uq.edu.au)  
Web: [www.talm.uq.edu.au](http://www.talm.uq.edu.au)

### Ipswich Campus

11 Salisbury Road  
Ipswich Qld 4305  
Australia  
Phone: +61 7 3381 1010  
Fax: +61 7 3381 1012

### St Lucia Campus

Building 39A  
General Purpose North  
Brisbane Qld 4072  
Australia  
Phone: +61 7 3364 8717  
Fax: +61 7 3364 8716

## SCHOOL POSTGRADUATE COORDINATOR

### Dr Paul Barron

School of Tourism and Leisure Management  
The University of Queensland  
Phone: +61 7 3381 1313  
Fax: +61 7 3381 1012  
Email: [p.barron@uq.edu.au](mailto:p.barron@uq.edu.au)

## PROGRAMS MANAGER

### Ms Sue Morgan

School of Tourism and Leisure Management  
The University of Queensland  
Phone: +61 7 3381 1337  
Fax: +61 7 3381 1012  
Email: [susan.morgan@uq.edu.au](mailto:susan.morgan@uq.edu.au)

## CHAIR OF THE SCHOOL ETHICS COMMITTEE

### Associate Professor Ian Patterson

School of Tourism and Leisure Management  
The University of Queensland  
Phone: +61 7 3381 1324  
Fax: +61 7 3381 1012  
Email: [ian.patterson@uq.edu.au](mailto:ian.patterson@uq.edu.au)

## SCHOLARSHIPS AND PRIZES

Phone: +61 7 3365 1984  
Fax: +61 7 3365 7559  
Email: [prizes@admin.uq.edu.au](mailto:prizes@admin.uq.edu.au)

## FACULTY OF BUSINESS, ECONOMICS AND LAW

### The University of Queensland

Email: [facbel@bel.uq.edu.au](mailto:facbel@bel.uq.edu.au)  
Web: [www.uq.edu.au/bel](http://www.uq.edu.au/bel)

### Ipswich Campus

Level 2, Building 12  
The University of Queensland  
Ipswich Campus  
11 Salisbury Road,  
Ipswich Qld 4305  
Phone: +61 7 3381 1004  
Fax: +61 7 3381 1308

### St Lucia Campus

Level 3, GPN Building (39A)  
The University of Queensland  
St Lucia Qld 4072  
Phone: +61 7 3365 9017  
Fax: +61 7 3365 4788

## STUDENT SUPPORT SERVICES

Web: [www.sss.uq.edu.au](http://www.sss.uq.edu.au)

### Ipswich Campus

Building 8  
Telephone: +61 7 3381 1011

### St Lucia Campus

Level 1, J D Story Building  
Telephone: +61 7 3365 1704

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[www.careerhub.uq.edu.au](http://www.careerhub.uq.edu.au)

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### General Enquiries

Email: [ipswich@library.uq.edu.au](mailto:ipswich@library.uq.edu.au)  
Phone: +61 7 3381 1281

### Loans Enquiries

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Fax: +61 7 3381 1283

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Phone: +61 7 3365 6305

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Phone: +61 7 3365 6201  
Fax: +61 7 3365 1481